

REMARKS

The present communication is responsive to the Official Action mailed February 22, 2006, rejecting all the claims pending in the application, namely claims 1-3 and 5-17. Of the pending claims, claims 1, 8, and 15 are independent claims. All the other pending claims depend from one of the independent claims.

Applicants note with appreciation the Examiner's willingness to conduct an impromptu to an interview on May 24, 2006. Applicants further note with appreciation the Examiner's willingness to discuss the pending rejection and consider applicant's comments during the interview. Applicants respectfully submit that the present response is in line with those discussions. However, should the Examiner feel otherwise, it is respectfully requested that he contact the undersigned at the number indicated below.

In item 3a of the Official Action, the Examiner rejected claims 1-3, 5-6, 8-13 and 15-17 under 35 USC §103(a) as being unpatentable over US Patent 6, 188,439 to Kim ("Kim") in view of US Patent 6,342,925 to Akhavan et al. ("Akhavan") and US Patent 6,028,600 to Rosin et al ("Rosin"). (Official Action 3.)

In rejecting these claims the Examiner states that although "Kim and Akhavan disclose changing control information (i.e., brightness/contrast/sharpness) in response to the program Genre data, neither reference explicitly recites 'velocity modulation or gamma.' (Id., 5.) The Examiner asserts, however, that Rosin makes up for the deficiencies in Kim and Akhavan by disclosing the "concept of including in the program genre data the gamma associated with the particular data type (i.e., a science fiction film with sports team would have an associated gamma pertaining to the particular topic as is disclosed by Rosin." (Id.) the Examiner points to Col. 6, ll. 37-49 of Rosin as disclosing this "concept."

Although *Rosin* uses the symbol and greek term gamma (γ) in discussing his invention, *Rosin* does not discuss gamma correction. In particular, *Rosin* generally discloses "a system which is capable of navigating the internet efficiently so as to provide text, images, sound, and video on dash-demand in a simple, intuitive manner akin to traditional television programming for mass-market consumers." (*Rosin*, Col. 2, ll. 37-42). In *Rosin's* system, β content or subject matter is group or categorized based on attributes. (*Id.*, Col. 6, ll. 18-20). "These attributes can be associated with web pages in order to identify aspects of the subject matter or content of the page." (*Id.*, ll.21-23) *Rosin* uses greek symbols, e.g., β , γ , Δ , to identify or group different topics. For example, "attribute α may identify the subject of "sports," attribute β as "news" attribute γ as "films" and attribute Δ as "science fiction." (*Id.*, ll. 27-29.) In this way, *Rosin* allows web content to be identified by its attributes. Therefore, different templates can be set up to include and capture content that includes particular attributes as specified in these templates. (*Id.*, ll. 27-36).

In view of the foregoing, Applicants respectfully submit that *Rosin* does not make up for the deficiencies in *Kim* and *Akhavan*. In particular, *Rosin* does not include any discussion of "gamma correction." Thus the claims of the current application are distinguishable over the references of record.

In particular, none of the references suggest "the setting unit being further operable to change control information including velocity modulation or gamma correction in response to the program genre data," as is recited in claim 1.

As claim 8 recites "processing the image data based on control parameters including velocity modulation or gamma correction which change based on the program genre data." This claim is also distinguishable over the references of record.

Claim 15 is also distinguishable over the references of record as it recites "processing the image data based on control parameters including velocity modulation or gamma correction that change in response to a change in the program genre data."

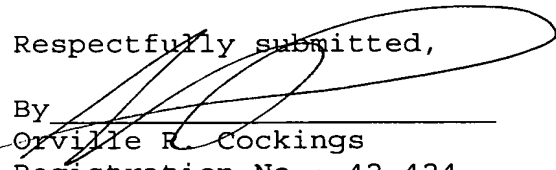
In view of the foregoing, applicants respectfully submit that claims 1, 8, and 15 are allowable for at least the reasons provided above. As all the other claims that are pending in the application depend from either claim 1, 8 or 15, applicants further respectfully submit that these claims are also not anticipated nor rendered obvious by any of the references of record.

As it is believed that all of the rejections set forth in the Official Action have been fully met, favorable reconsideration and allowance are earnestly solicited. If, however, for any reason the Examiner does not believe that such action can be taken at this time, it is respectfully requested that he telephone applicants' attorney at (908) 654-5000 in order to overcome any additional objections which he might have.

If there are any additional charges in connection with this requested amendment, the Examiner is authorized to charge Deposit Account No. 12-1095 therefor.

Dated: June 21, 2006

Respectfully submitted,

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